

## CLAIMS

What is claimed is:

1. An apparatus for the creation and exchange of data fields,  
5 comprising:
  - a host computer system having a data storage device to store digital image, text, and sound data;
  - a customer computer having a user-interface through which a customer can upload digital image, text and sound data to said host  
10 computer;
  - a recipient computer;
  - a means for generating one or more message templates having at least one image and at least one data field; and
  - a means for exchanging said message template between said host  
15 computer and one or more said recipient computer.
2. The apparatus for the creation and exchange of data fields of claim 1, further comprising:
  - a photo data field having two or more images wherein each said  
20 image is displayed in said image field.

3. The apparatus for the creation and exchange of data fields of claim 2, wherein said two or more images are displayed in said image field in sequence.

5 4. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Personal Greeting Information page having data fields for the specification of personal greeting information.

10 5. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Design Choices page for selecting the format for the exchange of data.

15 6. The apparatus for the creation and exchange of data fields of claim 5, wherein said Design Choices pages includes an option of creating a new template from a selection of templates, or using a previous template.

7. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Choose Your Template page from which a template format can be selected and shown as a template specimen.

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8. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Template Menu which lists the available templates.
9. The apparatus for the creation and exchange of data fields of claim 2, further comprising a means for resizing photographs to fit the size of said image to said template.
10. The apparatus for the creation and exchange of data fields of claim 2, further comprising an Insert Text page in which the text for a template header, a footer, main text, and user information is input.
11. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Contact Information page in which the text for a website link button, a website, an E-mail link button, E-mail address and E-Mail subject is input.
12. The apparatus for the creation and exchange of data fields of claim 2, further comprising an Insert Text page in which the text for said header and said data fields may be entered.

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13. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Save And Send page in which the current template is saved on the server.
- 5 14. The apparatus for the creation and exchange of data fields of claim 2, further comprising a means for uploading an recipient E-mail List containing one or more email addresses for said recipients.
- 10 15. The apparatus for the creation and exchange of data fields of claim 2, further comprising a Save Template page in which the user may specify the name of the now-completed template.
16. A method of exchanging data fields comprising the steps of:  
logging into an apparatus for the creation and exchange of data  
15 fields;  
selecting a template from a group of "standard" and "professional" template;  
designing a message template;  
creating a data exchange message having one or more data fields  
20 and one or more photo fields;  
resizing photo images for insertion into said message template;

inserting the resized images into the message template;  
entering text into said data field of said data exchange message;  
entering button and link text;  
saving the message template to memory;  
5 selecting the recipients of said message template;  
transmitting an E-mail message containing said message template  
containing said data.

17. The method of claim 16, further comprising the step of:  
10 inserting multiple images into said message template.

18. The method of claim 16, further comprising the step of:  
inserting a personal photo into said message template.

15 19. The method of claim 16, further comprising the step of:  
playing sound when said message template is received.

20. The method of claim 16, further comprising the step of:  
storing said message templates a server to be accessed, edited  
20 and re-sent at any time.